Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-17. (Canceled).

18. (Previously presented): A method of collecting consumer data, comprising:

offering one or more incentives for prospective consumers to register with a provider of services;

receiving a request at the provider of services from a consumer to register with the provider of services to receive at least one of the offered incentives;

registering the consumer with the provider of services;

assigning a unique identifier to at least one of the registered consumer and a computer of the registered consumer that is connected to a network to record network activity of the registered consumer using the unique identifier at the provider of services;

directing at least some of communications from the registered consumer's computer to a server of the provider of services;

receiving at the provider of services data requests from the registered consumer's computer;

recording at least part of the received data requests as associated with the unique identifier;

communicating the received data requests to a data server capable of fulfilling the received data requests;

receiving data in response to the received data requests from the data server;

recording at least part of the received data as associated with the unique identifier;

communicating the received data to the registered consumer's computer;

aggregating the received data requests and received data associated with more than one unique identifier based on the recorded network activity of the registered consumers associated with the unique identifiers; and

generating a database by the provider of services of individual and aggregated consumer network activity, wherein the individual consumer network activity includes the received data requests and the received data that is recorded as being associated with the unique identifier, and wherein the aggregated consumer network activity includes the received data requests and the received data that is aggregated as being associated with the more than one unique identifiers.

19. (Previously presented): The method according to claim 18, wherein the offered incentives include at least one of faster network delivery and performing data caching.

20. (Previously presented): The method according to claim 18, wherein the registering the consumer includes receiving from the consumer personal information about the consumer.

21. (Previously presented): The method according to claim 20, wherein the personal information includes at least one of consumer age, consumer income level, consumer education level, consumer gender and consumer household size.

22. (Previously presented): The method according to claim 18, wherein the consumer network activity includes transaction information, the transaction information including at least one of time of transmission of a data set, location of computing device, date of transmission of a data set, currency paid, type of product purchased, product purchased, type of service purchased, network address of the intended recipient of a data set, click-through address, banner advertisement impression, and permission e-mail received, and combinations thereof.

23. (Previously presented): The method according to claim 18, wherein the recording at least part of the received data includes filtering the received data so that only data of interest is recorded.

24. (Previously presented): The method according to claim 23, wherein the filtering is based on a known format of a web page in the received data.

25. (Previously presented): The method according to claim 18, further comprising generating a log of the consumer network activity by the provider of services, the log including consumer demographics as well as particular URLs visited by the consumer.

26. (Previously presented): The method according to claim 18, further comprising analyzing the database of consumer network activity to extract estimates of projected revenue of a particular entity.

27. (Previously presented): The method according to claim 18, further comprising analyzing the database of consumer network activity to extract estimates of commerce.

28. (Previously presented): The method according to claim 18, wherein the recording at least part of the received data requests includes:

when the provider of services receives a request for data in a secure session from a computer of the consumer, negotiating by the server of the provider of services a separate secure session with the computer of the consumer, thus initiating a secure session with computer of the consumer;

communicating the received request for data from a server of the provider of services to a data server capable of supplying the data;

negotiating by the server of the provider of services another secure session with the data server for the requested data;

receiving at the server of the provider of services the requested data sent by the data server during a secure session with the data server;

recording at least part of the data received from the data server at the provider of services; and

re-addressing the received data for delivery to the computer of the consumer during the secure session between the server of the provider of services and the computer of the consumer,

whereby the server of the provider of services securely transfers data to and from the computer of the consumer to the data server and at a same time monitors the content of the secured data.

29. (Previously presented): The method according to claim 28, wherein the request for data is augmented with the unique identifier when transmitted to the data server.

30. (Previously presented): The method according to claim 18, wherein provider of services is independent of providers of access to the Internet .

31. (Previously presented): A method of recording at least part of data transmitted during a secure session of network communication, comprising:

when the provider of services receives a request for data in a secure session from a computer of the consumer, negotiating by a server of the provider of services a separate secure session with the computer of the consumer, thus initiating a secure session with computer of the consumer;

communicating the received request for data from a server of the provider of services to a data server capable of supplying the data;

negotiating by the server of the provider of services another secure session with the data server for the requested data;

receiving at the server of the provider of services the requested data sent by the data server during a secure session with the data server;

recording at least part of the data received from the data server at the provider of services; and

re-addressing the received data for delivery to the computer of the consumer during the secure session between the server of the provider of services and the computer of the consumer,

whereby the server of the provider of services securely transfers data to and from the computer of the consumer to the data server and at a same time monitors the content of the secured data.

32. (Previously presented): The method according to claim 31, wherein the request for data is augmented with the unique identifier when transmitted to the data server.

33. (Previously presented): A method of collecting consumer data transmitted during secure sessions of network communication, comprising:

creating a panel of consumers;

measuring network activities on the network between computers operated by members of the panel and computers of a multitude of third party providers of services and information on the network,

wherein the measuring of network activities occurs during secure sessions of communication between computers operated by members of the panel computers operated by providers of services and information, and

wherein the measuring of network activities occurs at a point on the network between the computers of the members of the panel and a third party provider of network services and information, the point on the network being other than the computers of the members of the panel and computers of third party providers of services and information.

34. (Previously presented): The method according to claim 33, wherein the computers of the members of the panel are general purpose computers, and wherein the computers of the providers of services and information are data servers.

35. (Previously presented): A method according to claim 33, wherein measuring includes:

recording by a provider of consumer data collecting services at least part of data transmitted, during a secure session of network communication, comprising:

when the provider of consumer data collecting services receives a request for data in a secure session from a computer of a panel member, negotiating by a server of the provider of consumer data collecting services a separate secure session with the computer of the panel member, thus initiating a secure session with computer of the panel member;

communicating the received request for data from a server of the provider of consumer data collecting services to a data server capable of supplying the data;

negotiating by the server of the provider of consumer data collecting services another secure session with the data server for the requested data;

receiving at the server of the provider of consumer data collecting services the requested data sent by the data server during a secure session with the data server;

recording at least part of the data received from the data server at the provider of consumer data collecting services; and

re-addressing the received data for delivery to the computer of the panel member during the secure session between the server of the provider of consumer data collecting services and the computer of the panel member,

whereby the server of the provider of consumer data collecting services securely transfers data to and from the computer of the data server to the data server and at a same time monitors the content of the secured data.

36. (Previously presented): The method according to claim 34, wherein the request for data is augmented with the unique identifier when transmitted to the data server.